

Subject: WIC Coordinator Job Responsibilities

Effective Date: October 1, 2005

Revised from:

Policy: Each local clinic must appoint one person to act as the local WIC Coordinator. The WIC Coordinator plans, manages, implements and evaluates all components of the WIC Program at the local level. This person may function as a supervisor responsible for planning, directing, and evaluating the performance of assigned staff. The WIC Coordinator develops policies, standards, and services to meet client needs. The Coordinator is responsible for review of the annual WIC budget and monthly affidavits. This person may also have additional duties such as certification, risk assessment, or food instrument issuance that relates to the provision of WIC services.

Reference:**Procedure:**

1. The clinic designates one staff person to fulfill the responsibilities of the local WIC Coordinator.
2. The clinic notifies the State WIC Office of the person designated for WIC Coordinator.

The following table defines the typical roles of the Local Agency WIC Coordinator.

WIC SERVICE	Local Agency WIC Coordinator
Personnel Management	<ul style="list-style-type: none"> • Plan, assign, direct, and evaluate the work of WIC personnel. • Prepares needed position descriptions, recruits, selects, and orients new staff. • Assigns work and assures staff accountability for productivity. • Assesses staff training needs, develops and implements a plan for continuing education and career development for staff.
Policies	<ul style="list-style-type: none"> • Develops and interprets health department and nutrition policies, procedures, and protocols. • Monitors compliance with WIC and health department policies and procedures. • Ensures all local policies and procedures are compliant with State PPM, and the terms of the WIC contract.
Budget/Expenditure Tracking	<ul style="list-style-type: none"> • Prepares and justifies budget for program operations, including staffing, supplies and travel. • Monitors grant expenditures to spend within fund allocations. • Accurately reports staff time by cost categories contained in the Nutrition Services and Administration section of the budget.
Caseload Management/Outreach	<ul style="list-style-type: none"> • Develops and oversees caseload management to insure that services are provided to the greatest numbers of eligible persons.

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	<ul style="list-style-type: none">• Coordinates outreach efforts with appropriate community programs.• Provides for positive publicity and the effective distribution of WIC outreach materials.• Assists the community in understanding the goals and objectives of the WIC Program.• Helps disseminate through statistics and non-specific case histories, information that highlights the success of the WIC program in the community.
Clinic Operations	<ul style="list-style-type: none">• Ensures participant scheduling is convenient and accessible.• Provides direct service delivery as necessary.
Sub-Agency Operations	<ul style="list-style-type: none">• Conducts reviews of all sub-agency programs at a minimum of once every two years.
Breastfeeding Promotion	<ul style="list-style-type: none">• Promotes breastfeeding both in the local clinic and throughout the community.
Knowledge/Skills Requirements	<ul style="list-style-type: none">• Specialized knowledge of the principles of personnel management and supervision.• Advanced skills in recruiting, orienting, training, and evaluating personnel, assigning staff, and assuring staff productivity and accountability.• Ability to do community assessment utilize data and other resources for program development and evaluation.• Ability to analyze program service delivery, identify program inefficiencies, determine a plan of action and implement the plan.• Strong oral and written communication.• Knowledge of community health nutrition in preventive health care services, maternal and child nutrition, and education principles and methods.• Knowledge of budget and fiscal process.
Professional Credentials	<ul style="list-style-type: none">• Graduation from an accredited college or university preferred.• Suggested emphasis: dietetics, foods and nutrition, business administration, public health administration, or other related field.